

Abstract of the Disclosure:

A method, system and program product for providing a survey tool which creates a customer database and sends a survey questionnaire to be posted on a web server. The survey tool then sends emails to qualifying customers wherein each email contains customer information and a link to the customer database such that when the customer clicks on the link and completes the survey questionnaire on the web server, the completed survey and customer information is sent to the customer database. The survey tool creates a unique URL which is placed in the email to each customer such that the customer may click on the URL and link to the web survey without having to sign on to the web site with a password or other authentication.